



Demonstrating The Multiple Community Benefits Of Mayor Smith's "H.E.A.T." Initiative For The Revitalization Of Downtown Mesa...

PROMISE HOSPITAL OF PHOENIX AND CITY OF MESA CELEBRATE THE RELOCATION AND GRAND OPENING OF PROMISE HEALTHCARE'S LONG-TERM ACUTE CARE (LTAC) HOSPITAL IN EAST VALLEY

MESA, AZ (March 1, 2011) – A cross-section of city and hospital officials, and healthcare industry, community and business leaders joined in celebrating the grand opening of Promise Hospital of Phoenix's newly relocated long-term acute care (LTAC) hospital on the north side of the Arizona Regional Medical Center Campus (ARMC) at 433 E. 6th Street, Mesa, Arizona. The ribbon-cutting ceremony officiated by hospital executives with Mesa Mayor Scott Smith and Council Member Dave Richins was followed by the first tours of the 30,000-square-foot, two-floor, 37-room, 48-bed *hospital in a hospital* (HIH) facility. According to Promise Hospital CEO Scott Floden and City officials, the hospital's relocation is estimated to generate substantial direct and indirect economic impact to Mesa, its Downtown and surrounding communities through staff and facility purchases, in addition to the creation of 150 new skilled jobs and major capital improvements made to the facility.

In his remarks, Floden noted that the reasons for Promise's decision to relocate from its former location in Downtown Phoenix was four-fold: 1) expand scope of much-needed specialized LTAC hospital services in the East Valley, 2) increase on-site diagnostic and treatment services to Promise patients, 3) to better align services with our key physicians, and 4) continue to grow and support the critical role an LTAC hospital plays in a quality-focused continuum of healthcare in the area. Featuring its own dedicated entrance and reception area, Promise Hospital invested significant capital to improve, redesign and equip the facility to best serve the physicians and their patients living and working in Mesa and its surrounding communities of Chandler, Gilbert, Tempe, Scottsdale, Glendale, Avondale, Sun City, Peoria, Paradise Valley, and Queen Creek.

As noted during the ribbon-cutting ceremony, the hospital's relocation exemplifies the positive community healthcare and economic development impact, benefits and advantages of Mayor Smith's "H.E.A.T." economic development initiative (<http://www.mesaaz.gov/economic/HEATSummary.aspx>) and support efforts for Downtown Mesa revitalization. The efforts are guided by Mesa's industries of opportunity: Healthcare, Education, Aerospace, and Tourism. Based on Mesa's strengths, quality infrastructure, talented workforce, projected growth and global market trends, the City of Mesa is already realizing significant benefit in each industry space, with Promise Hospital's presence enhancing its healthcare asset.

"Promise Hospital and Promise Healthcare are proud to be an integral part of Mayor Smith's visionary H.E.A.T. initiative, and appreciate the City's and business community's ardent commitment to investing in and guiding its success for businesses like ours that have made a significant investment in Downtown Mesa," noted Floden. "We appreciate the warm welcome we have received from the City, Arizona Regional Medical Center, fellow healthcare providers and management teams, and the Chamber of

Commerce in the East Valley, and we look forward to being an active community citizen and advocate of the Mayor's H.E.A.T. initiative."

Promise Hospital of Phoenix specializes in high acuity long-term hospital care for patients suffering from the most complex of medical conditions. The hospital's distinctive LTAC environment provides acute medical care and aggressive therapy services for patients with unresolved, acute, or catastrophic illnesses, as well as multi-organ disease processes who require an average length of stay of 25 days or more. Promise specializes in acute respiratory/pulmonary care (including ventilator management and weaning), infectious disease management (including long-term IV antibiotics), advanced wound management, complex medical management, and treatment for multi-organ failure and post-surgical complications. The hospital's "quality" scores consistently outperform national averages, especially for its successful ventilator weaning program.

"We're extremely happy to have Promise Hospital in downtown Mesa," Mayor Scott Smith said. "Bringing high-quality jobs to Mesa is an integral part of our H.E.A.T. initiative and to make that happen you need quality organizations with quality people like Promise Hospital."

The 48-bed facility features 24 private rooms and 12 semi-private rooms with 23 telemetry beds; 15 med/surg beds; a six-bed Intensive Care Unit (ICU), a four-bed High Observation Unit, three isolation rooms, all featuring in-room cameras. Also onsite there is a dialysis suite, wound care suite, rehab/physical therapy gym, pharmacy, physician conference and break room, and administrative offices. The rehab/physical therapy area includes an activity room equipped with full kitchen set up, washer and dryer, and other appliances specifically designed for therapists to help patients enhance their independence level by training them on cooking, personal hygiene, grooming, and other activities of daily living. All nursing staff is ACLS certified using a primary RN nursing model for all patients and adherence to strict compliance of benchmark patient safety measures with a 2 to 1 patient to nurse ratio in its I.C.U.

So that patients do not have to be transported off-site for medical tests, therapies, or surgical procedures during their stay, Promise Hospital's on-site services at the new location include MRI services, CT scans, Ultrasound, Echocardiograms, PEG tube placement, G/J tube placement, EGD/colonoscopy, esophageal dilatation, PICC line placement, central lines placement including Mediports, Groshongs, EEG, modified barium swallows, interventional radiology with C-arm, , nerve stimulation, bronchoscopy, tracheostomy, hemodialysis, catheter placement, Doppler studies, paracentesis, sharp debridement, and thoracentesis. Additional benefits of being an HIH with Arizona Regional Medical Center include access to a working helipad for outlier transport to Promise Hospital, and ARMC's in-house Emergency Department with 24/7 physician coverage which were not available at Promise Hospital's previous location.

"This new facility is a welcome addition and will greatly benefit the community," District 1 Councilmember Dave Richins said. "Promise Hospital will play a significant role in serving the medical needs of our community by providing comprehensive community health care and education programs."

ARMC CEO Brent Cope added that "Having Promise Hospital on our campus and adjacent to our hospital puts the general community-at-large at a distinctive healthcare advantage. We look forward to working collaboratively to strengthen our campus's state and regional positioning as a comprehensive healthcare center of excellence."

For more information, admissions, and physician referrals and affiliation, contact Luis Gonzalez, Promise Hospital of Phoenix Director of Physician Relations at (480) 427-3000, ext. 3005, cell (602) 819-1461, lgonzalez@promisehealthcare.com or visit www.promise-phoenix.com. For employment opportunities, contact Promise Hospital Human Resources Director Christie Brea at (480) 427-3000, ext. 3003 or cbrea@promisehealthcare.com.

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MORE BACKGROUND INFORMATION:

What is an LTAC hospital?

A long-term acute care (LTAC) hospital is like any other hospital except that LTAC patients require extensive care over longer periods of time with a variety of services. Promise Hospital is registered as an acute care facility, the same as a Short-Term Acute Care (STAC) hospital. By design, LTAC hospitals are equipped to handle the needs of patients for longer periods of time, allowing for a patient's gradual healing process to occur with the goal of returning to normal daily activities. A patient's plan of care directed by a physician and the severity of illness will determine how long a patient will be in the hospital.

Promise Healthcare and Its Hospitals

Promise Healthcare, Inc., which owns and operates Promise Hospital of Phoenix, is one of the largest long-term acute care [LTAC] hospital organizations in the country. With more than 2,000 staff members and 14 hospitals nationwide, Promise hospitals utilize an interdisciplinary approach to healing and wellness in providing personalized treatment for patients with life's most serious illnesses and injuries.

At Promise, critically ill patients with multi-organ conditions are afforded "the benefit of extended time" to effectively hasten recovery and achieve personalized goals. They can be admitted from almost any setting for most illnesses or injuries that require a longer acute hospital recovery period (an average length of stay of 25 days or more) and require physical, occupational or respiratory therapies and/or complex wound care. Most likely, patients are transferred from intensive care units (ICUs), direct observation units (DOUs), general medical and surgical beds in short-term acute care (STAC) hospitals, skilled nursing facilities, assisted living facilities or from their home or physician's office. An interdisciplinary team approach is utilized with a personalized treatment plan that is based on the severity and complexity of a patient's medical condition. Aggressive clinical and therapeutic intervention involves daily physician monitoring, 24-hour RN care, and services located on-site at the facility so that patients do not need to be transferred back and forth for tests or therapy and the appropriate medication regimens.

Family and friends are valued as essential team members to support and encourage patients, not only during their stay at Promise, but also after discharge from our hospital. From the moment of admission, our staff proactively involves the patient and family, helping them understand the specific care that will be provided, and enlisting their active participation in the recovery process. Promise's philosophy recognizes that education for the patient and their caregivers is essential to managing a patient's present and future healthcare needs.

Depending on a patient's personalized physician-directed recovery plan, discharge from a Promise hospital is usually to their home, a nursing home, or a rehab skilled nursing facility.

Where Promise LTAC Hospitals Fit in the Healthcare Continuum

When medical attention is needed, there are various types of healthcare facilities along The Healthcare Continuum that provide different levels of care and treatment. The appropriateness of the treatment setting patients and doctors choose depends on the severity of illness or injury and personalized recovery plans and goals.



Patients at a Promise Hospital most likely have:

- been transferred from intensive care units (ICUs), direct observation units (DOUs), or general medical and surgical beds in short-term acute care (STAC) hospitals
- frequently been in and out of short-stay, sub-acute, and outpatient facilities, which can promote a cycle of decline
- not yet been able to reach their full recovery potential due to unsuccessful vent weaning or unresolved wounds
- needed pre-surgical optimization
- required post-surgical aftercare
- needed intensive treatment for complications or infections
- required long-term IV antibiotics
- needed aggressive wound care